

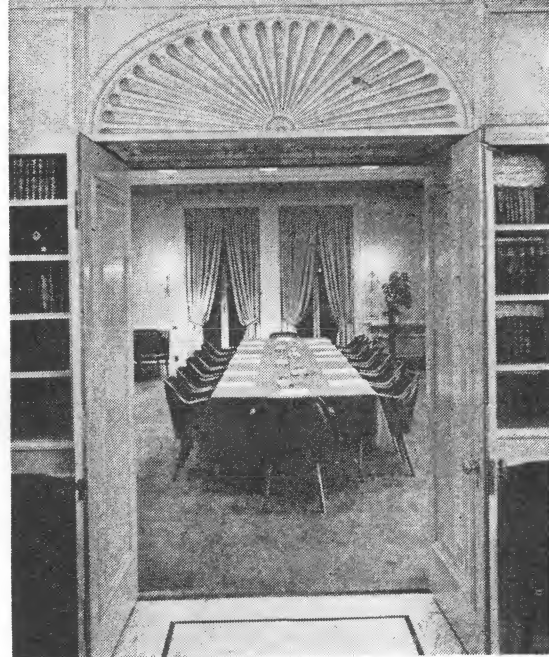


Do you know Tarrytown House?

*When the enclosed article
appeared in a recent issue
of Business Travel
it brought letters
from scores of corporations
who were looking for
a meeting site
like Tarrytown House.*

Are you?

Tarrytown House: a private estate for corporate seminars



The former Biddle music room, now an elegant private conference chamber, is a favorite among companies for holding smaller gatherings.

A lordly estate overlooking the Hudson at Tarrytown, N.Y., built as the private retreat of a 19th century millionaire, has been saved from possible dismemberment and reborn as a gathering place for the "elite" of today—corporate executives.

Called Tarrytown House, the 26-acre expanse includes two massive Victorian mansions; and offers 16 meeting rooms for groups up to 200, four dining rooms, assorted lounges and sumptuous executive living quarters. An adjacent building, which formerly housed indoor tennis courts, has been transformed into additional meeting rooms and modern twin-bedded rooms, thus boosting the total

overnight capacity of the estate to 150.

Credit for converting the estate into a specialized center equipped to handle all manner of corporate gatherings and teaching seminars goes to Tarrytown House president, Robert L. Schwartz, a former editor of *Life Magazine*. (He also dreamed about a Japanese-style motel overlooking the New York State Thruway—and developed the vision into the well-known Motel on the Mountain at Suffern):

Schwartz told *BUSINESS TRAVEL* that the idea for an executive estate occurred to him more than 10 years ago. Finding an appropriate site, however, took nearly eight years.

The quest ended when he found the former Mary Duke Biddle Estate and bought it from its previous owner, the Government of Mali, which had used it for two years as the official residence of its top diplomats in the U.S.

Since Tarrytown House opened two years ago, more than 200 companies have used it for management meetings or training sessions, including orientation programs lasting several weeks at a stretch.

According to Schwartz, two factors help account for Tarrytown House's almost instant success: First is the rapid growth of education by corporations which, in just a few years, has made company-

The Biddle House, headquarters for most meeting activities, was built in 1912 by Wm. R. Harris, a founder of the American Tobacco Company and a close associate of James B. Duke. On Harris' death in 1922, the

mansion was bought by Duke's niece, Mary Duke Biddle, who lived there until she died in 1961. It contains six public rooms, three dining rooms, ten luxury bedrooms and a spacious "club and pub" recreation area.





Tarrytown House's main entrance boasts an antique ceramic stove and a winding staircase—that continues upward for several floors to the executive bedrooms. Owner Schwartz and his wife have given careful thought to every detail in restoring the building to its former luxurious state.

financed schooling one of the most important forms of adult education in the U.S.

Growth of out-of-plant training is a second factor. Although most major corporations maintain their own elaborate training centers, they willingly look for "changes of pace." As a result, Tarrytown House has handled frequent repeat business from such firms as I.B.M., Union Carbide, General Electric, General Foods, Shell Oil, A.T.&T., New York Telephone Company and TWA.

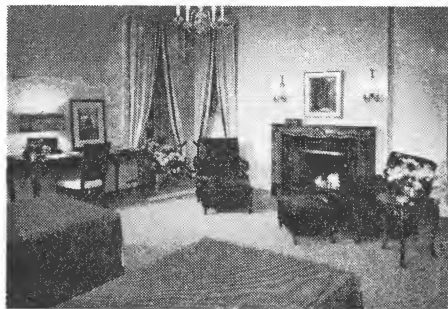
Another "client," the National Council on the Arts, has held several meetings at Tarrytown House. Such delegates as Leonard Bernstein, Gregory Peck, Richard Rogers, Elizabeth Ashley and Agnes DeMille have found it conducive to cultural discussion, while chairman Roger L. Stevens has called it outstanding for undisturbed concentration.

In addition to a modern array of audio visual aids, flip charts, blackboards, and most other teaching aids, a full-time staff of 40 is equipped to handle everything from coffee breaks for a small day meeting to full meals for long-term corporate guests.

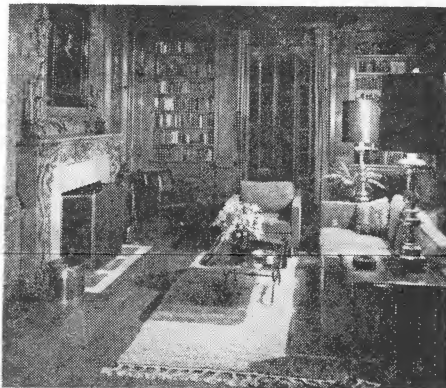
Recreational facilities available to delegates include bowling, swimming, billiards, court and table tennis and golf at a nearby private club.

Accommodations, based on double occupancy, are \$30 daily per man full American plan and includes all coffee breaks, conference rooms and supplies and gratuities. Day meetings with lunch and two coffee breaks are priced from \$6.50 per man.

Additional information and brochures are available from Tarrytown House, Post Office Box 222, Tarrytown, N.Y. New York City tie-line is (212) WE 3-1232.



A typical Biddle bedroom offers the high ceiling, handsome working fireplace and comfortable leather furniture rarely found in modern hotels.



Library in the King House—a nearby mansion joined to the Biddle property in 1955—a relaxing spot for an after-dinner cordial and coffee.



Charles C. Tillinghast, Jr., President of TWA, is one of many company officers who have participated in the seminars in Tarrytown House.

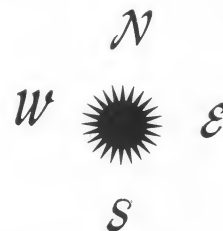
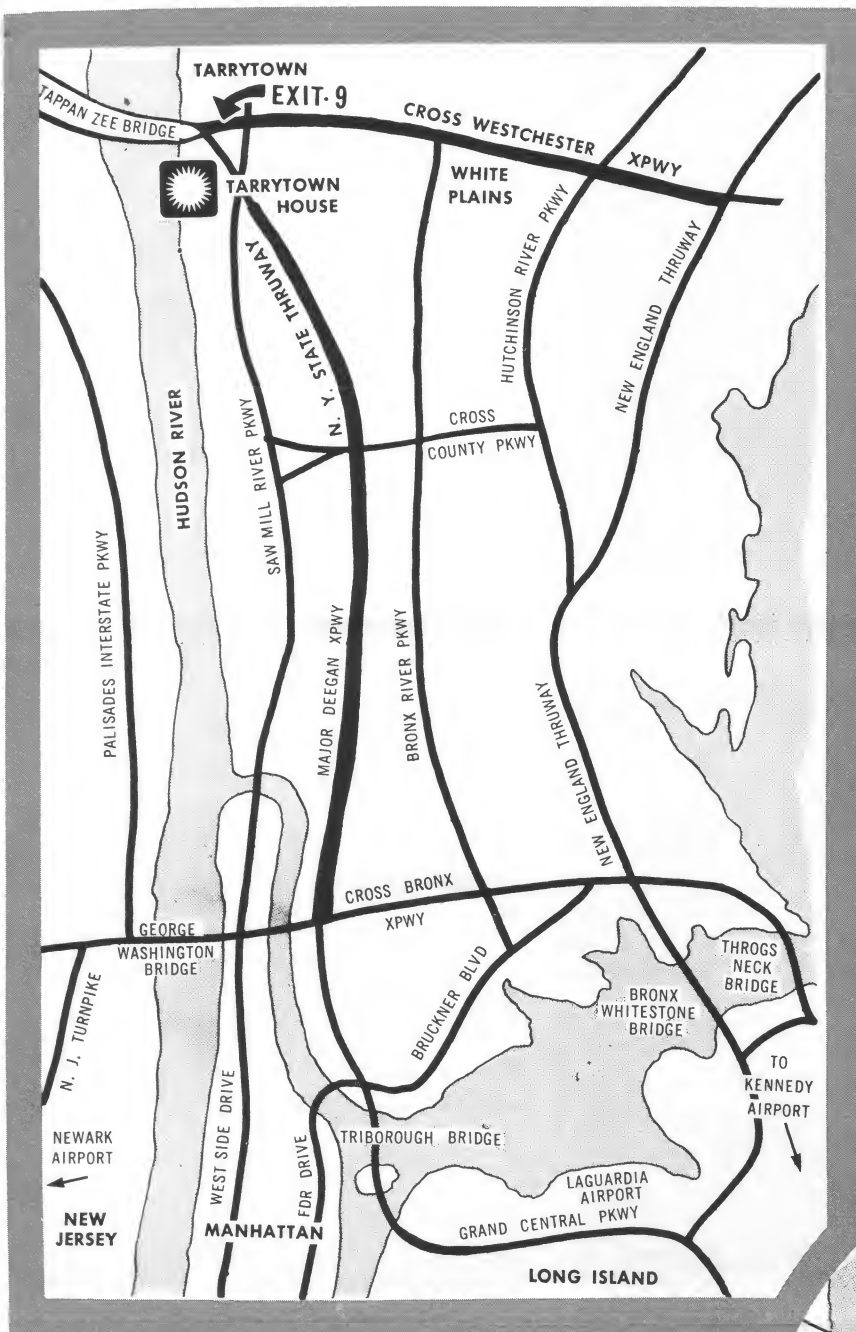
A Distinguished Guest List

In the 21½ years since Tarrytown House opened, it has developed a strong client loyalty. Over 200 companies have returned to Tarrytown House at least twice, and the companies listed below have been back at least 5 times:

A. T. & T.
Aerosol Techniques
American Airlines
American Cyanamid
American Management Assoc.
Breon Labs
C-E-I-R
Chrysler
Connecticut General
Conover Mast
Equitable Life
Geigy Chemical
General Electric
General Foods
Harcourt, Brace & World
Humble Oil
I. BM
Johns-Manville
Kepner-Tregoe
Lederle Labs
LOMA Institute
Metropolitan Life
McGraw-Hill
National Council on the Arts
N. Y. Central Railroad
Nestle
N. Y. Life
N. Y. Telephone
Brooklyn Polytechnic
REA Express
Shell Oil
State Farm Insurance
Stauffer Chemical Co.
St. Regis Paper
Texaco
T. W. A.
Union Carbide Corp.
Young Presidents Organization



For additional information
call (212) WE 3-1232

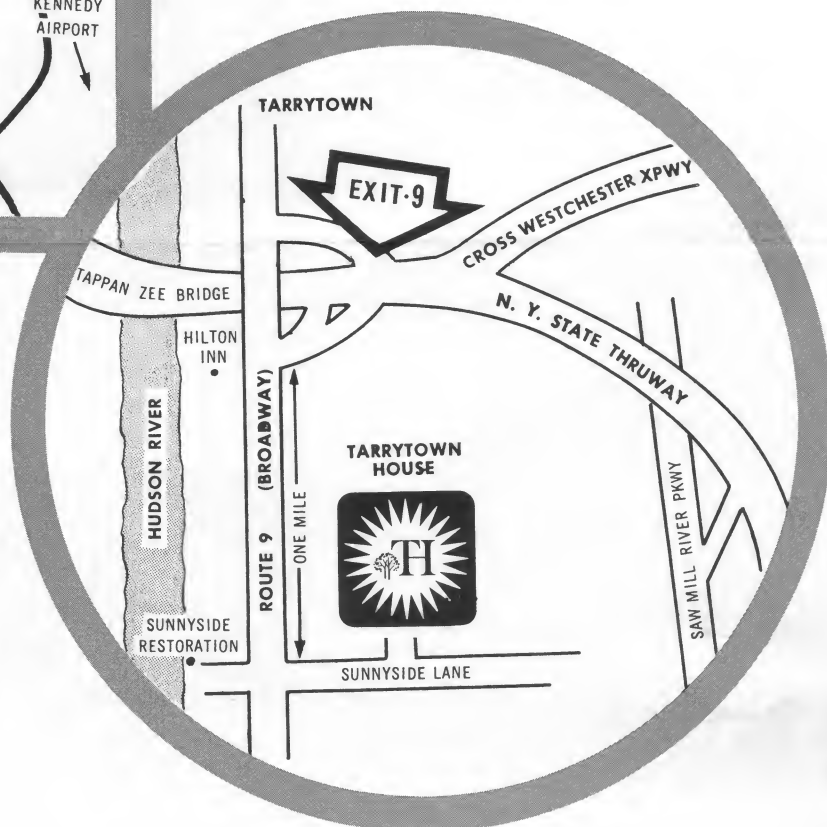


NEW YORK AREA

Tarrytown House is approximately 20 miles north of Times Square—only 40 minutes by car from the middle of Manhattan, and within one hour of all metropolitan airports. It overlooks the Hudson River near the Tappan Zee Bridge, where Exit 9 of the New York State Thruway delivers express traffic from all directions to within minutes of the estate. Frequent New York Central commuter trains carry rail travelers to Tarrytown; for air travelers, Wilder Transportation Service dispatches limousines hourly to carry passengers from LaGuardia and Kennedy Airports right to the door of Tarrytown House.

TARRYTOWN AREA

The principal driving route to Tarrytown House is via the New York State Thruway. From the Thruway take Exit 9, marked "Tarrytown—Route 9". Turn left on Route 9 (identified locally as Broadway) and proceed approximately one mile to the first cross-street, Sunnyside Lane. Turn left up East Sunnyside Lane and go about 1,000 feet to the second driveway on the left, where a sign at the gate identifies Tarrytown House.





First Class
Permit No. 196
Tarrytown, New York

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in the United States



P. O. Box 222

Postage will be paid by —

TARRYTOWN HOUSE

EAST SUNNYSIDE LANE

TARRYTOWN, NEW YORK 10592

Please send me a copy of your 18-
page, Life-size brochure:

(name)

(Company)

(Address)

You might also/instead send a copy
to:

I hope to use Tarrytown House in the
future; please continue to keep in
touch. ☐